

# MINUTES FOR THE WOLFNER ADVISORY COUNCIL MEETING

July 19, 2013

ATTENDING- Richard Smith, Gretchen Maune- Melinda Cook-ZeZe Miler, Barbara Reading, Bonnie O'Donnell, David Shay, Elizabeth Lang, Lisa Peters, Chip Hailey, Dan Flasar

Approval of previous minutes- motion to approve and seconded- no discussion- previous minutes approved as written

Report of State Librarian- Barbara gave a brief description of herself as state Librarian.

Richard proposed the WAC members to ask What do you expect from a report from the State Librarian?

Gretchen asked how the budget was determined concerning job cuts?

Barbara said office as a whole was cut \$300,000. Library development and reference was cut more.

Individual agencies present budget to legislation for approval

ZeZe discussed House Bill 253 would change tax levels. \$400,000,000 held from DSS. She asked Barbara if that would impact wolfner? Barbara said it would not hurt Wolfner this year.

Richard report on Wolfner Library

- 1) Lowering number of members for WAC from 15-to 9- Reason is difficulty in mobility logistics for members. Expired terms will not be re-appointed.
  - a) Barbara said public libraries have board members of 5 for county-City library districts have 9 member board.
- 2) Richard and Cheryl Hassler went to Regional conference in Pittsbutrg, PA. in May 8,9,10. Every other year NLS has a National Conference and every other year a regional conference. Missouri is in the Midlands

conference so was eligible to participate in the Regional conference in Pittsburgh

a. Will start taking locally produced books and will put them on BARD.

b. NLS will beta test 2 of our books for BARD.

i. This may eliminate our need for SHELF program housed in North Carolina

Dan discussed recording quality issues from local recordings.

c. Did the beta test for the recall with the cartridges. Will send recorded books back after losing popularity. Wolfner will send the cartridges back to NLS for re-use. The goal would be to a non-growth library.

d. We do not need to keep hard copy signatures of Certifying Authority hand written application. We can now accept electronic and stamped signature and FAX and E-mail.

i. ZeZe would like to see application to be filled out and submitted electronically rather than filled out and printed and mailed.

1. Richard questioned if NLS will take a typed-in signature for the Certifying authority.

e. Cheryl talked to New Jersey piloting working in partnership with Public Libraries to download books on BARD. Trained public librarians to help people downloading books.

f. Richard gave a program on strategic planning

g. Other Libraries are recording local digital magazines

Collection development of Advisory group in Washington D.C.

1) Representatives from consumer groups, readers, Librarians were there.

2) Main thing was large print addition of Talking book topics. Annotation shortened to 30 words, but too small to be a good description. Unpopular move.

a. In LP TBT edition there is index that takes half of edition. Index may be deleted and old annotation restored.

3) NLS getting commercial books for use. This will increase collection significantly. Hatchett publication and other companies will agree to this. These will be unabridged collections.

- a. (Elizabeth) We may be able to access books when general public can.
- b. Commercial books will not be rated "strong Language" violence, sex.

Friends Annual Meeting- Speaker talked about Native Americans- explained cultural differences – had touchable objects.

Richard offered an NLS staff person to give talk to Friends annual meeting, specifically Karen Kenninger. New members were elected at meetings.

Contributions-\$800 for recording books; \$800 for twin vision books, \$3,000 for summer reading club-\$500 for tactile maps-outreach \$3,000 for promotional objects-\$800 for annual Christmas party. Richard distributed bag with outreach material from Friends.

(Deanna) Iphone applications to download BARD. Not available till Beta Tested.

Chip Hailey asked about patrons downloading versus circulation cartridges. Richard replied they are supplementing, but it stands at 16 and 15% usage. Circulation has not gone down at this point. Richard states the smart phone application should increase BARD usage.

David Shay introduced himself. Gave small description of his duties at Wolfner. Gave small biography. Involve in Newspaper and radio interviews. Gretchen said she is close to manager at KBIA and Pepper and friends.

Dan Flasar suggested outreach at the St. Louis International Festival-Sat & Sunday Aug 24, 25.

Working on Wolfner Newsletter-Sat & Sunday Aug 24, 25.

Lisa Peter- gave overview on her job description

Summer Reading club will offer 2 Ipads as prizes for different age groups. Deanna said there was a book available to teach a child how to use an Ipad.

## Strategic plan

Avant Co. created a survey of WAC, readers, staff members- created report and final summary.

February had staff meeting. Created goals and objectives. Five objectives from Avant Group. Competitors- commercial audio books, Learning Ally- book share. International concorcium.

Dan-Merikesh of copyright law ramification and boundary- Ypol- not passed by congress yet. Merekesk that allows international copy right laws for the blind. Congress must past this.

## Objectives for next 5 years

- 1) Outreach and awareness
  - a. Develop two new agencies a year.
- 2) Increase media and you tube presence, twitter, facebook
  - a. Increase traditional media outreach
  - b. Full time outreach employee
- 3) Patron Services- Goal
  - a. Meet services
  - b. Promptly fill vacant employee positions.
  - c. Develop checklist of services for reader advisor – Make sure every one is on the same page.
  - d. Staff are aware of changes made
- 4) Technology Goal
  - a. Monitor and promote technology for low vision patrons
  - b. New technology for staff to become familiar
  - c. Attend power up yearly
  - d. Persue mobile devise technology and applications.
  - e. IT understand unique software and hardware needs.
  - f. Participate in improvements and upgrades for KLAS survey and ILS alternatives
  - g. Expand recording abilities with new booth

5) Organizational topic

- a. Examine internal organizational r=practice and processes to improve  
Attend MLA, SLA, NLA, ALA, MCB, NFB, KLAS conference
- b. Maintain staffing levels
- c. Keep staff informed with yearly reviews.
- d. Create policy and procedure to be accessed by all staff
- e. Cross training program for existing staff.
- f. Uniform policies for patrons.

6) Collection management-

- a. Expand subject areas collection to include: MO specific materials, foreign language, Christian fiction, radio plays and self-help
- b. New titles found through, professional review sorces, publishers weekly, play-aways and audiobooks.com, input from readers.

Richard wants input on the strategic plan. Done by August 19, 2013.

Dan asked if this plan would help in retaining employees.- Could personal testimony from users be included?

Dan motioned and seconded that comments on the Strategic plan be received by WAC members by end of July. Motioned approved.

Richard gave out sample bags of outreach products provided by the Friends and promotional literature.

The end of the meeting consisted of a Wolfner tour. Dan excepted motions to adjourn.